

The 1968 Barracudas

Call them unique. They are.
The one-of-a-kind sports cars
with a zest for the fun life. These
are the cars that are coming on
strong all over America.
The Plymouth win-you-over beat
goes on 





Barracuda Convertible Coupe



Barracuda Hardtop Coupe



Barracuda Sports Fastback

The 1968 Barracudas are here.

The ones that define the American sports car. The ones that turn heads when you roll through town. The ones that make driving fun again.

A pull on the stick and you're in motion. A Plymouth kind of motion. With a new fluted grille. Front torsion-bar suspension that makes you sure of yourself in the turns.

Barracuda doesn't make you pay extra to impress your friends. Chromed hood louvers. Amber rallye lights that stay on to keep the headlights company. A pit-stop gas cap for that Super Stock look. All standard.

Pick a 'Cuda: Sports Fastback. Hardtop Coupe. Or Convertible Coupe. Add the optional Formula S. With either of two new engines. New wider Red Streak tires. Beefed-up heavy-duty suspension.

The Plymouth win-you-over beat goes on. 

From there, gear up with options. Sport stripes. Wire wheel covers. A vinyl roof. Console. Tachometer. Bumper guards. Radio. Stereo. TorqueFlite automatic. 4-on-the-floor.

Inside, you're surrounded by comfort and convenience. Loop-pile carpeting. Full instrumentation with 16 meters, gauges, lights and switches. Your choice of cushy buckets or the "Sportseat" with a flip-down center armrest.



Formula S

Take any Barracuda. Add the Formula S performance package. Call It King 'Cuda.

The Formula S is an optional performance package available on any model Barracuda. Fastback. Hardtop. Convertible. It comes in two winning ways—340-S and the super 383-S. Either way, Formula S makes driving a new experience. On city streets, or the open highway—this is where it's at.

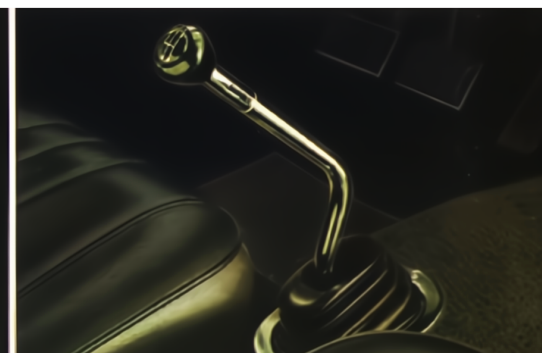
The 340-S includes the brand-new 340 Commando V-8—the most exciting thing to happen to iron in years. It's loaded with a special cam, 4-bbl. carburetion, a dual breaker distributor and a low restriction dual exhaust. Pick up those good vibrations.

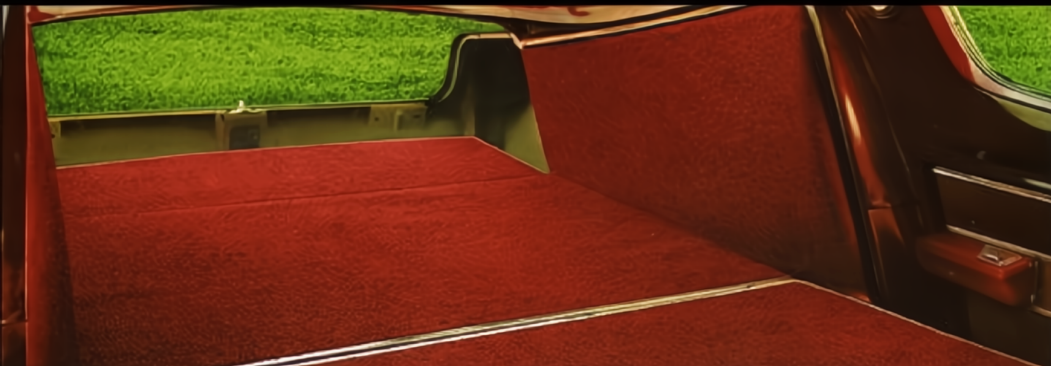
The 383-S, for all-out performance devotees, features the whopping 383 Super Commando. It's been re-engineered for '68. New cylinder heads and a new 4-bbl. intake manifold help give the 383 the kind of power you'd expect in a unique sports car.

No matter which engine you go with, Formula S packs the equipment to back it up. 14 in. Red Streak Super Wide Oval rubber. Heavy-duty suspension. A stabilizer bar and Firm-Ride shocks. You take turns with gyroscope sureness. And outside, Formula S gives you unique hood louvers and a shiny medallion so that you can brag a little.

Compliment your 'Cuda with optional sport touches like disc brakes (shown below). Sport stripes (shown above). 4-on-the-floor. A tachometer. A performance gauge. Red plastic wheelhouse liners. The rallye cluster group.

The Plymouth win-you-over beat goes on. 





Sports Fastback

The fastback. And the front's no slouch either. A driver's car from bumper to bumper.

And what American sports car gives you room like you'd never expect a sports car to have? That's right—Barracuda, fastback variety. Just lower the back seat and flip down the security panel. You've got seven-plus feet of cargo area with no interruption. Plenty of room for surfboards, guitar amplifiers or even your etchings.

The cargo area is carpeted, too. Wall to wall. (Even up the walls if you get the optional decor group.) Lower the passenger seat up front and you've added three feet for real long stuff.

Options? You name it. We've got it. The rallye cluster group, directly above. The Barracuda interior decor group, above right. Air conditioning. Or a new ignition switch light with a time delay. Open the door and it comes on. Now close the door. Surprise. It stays on to prevent nighttime key fumbling. Then it shuts itself off.

The instrument panel gives you all the information you need without making you search for it. Speedometer, fuel gauge, temperature gauge, ammeter, and an oil pressure gauge are a few of the standards. They let you know what's happening, while it's happening, not afterwards.

After that, you can add options to your heart's content. An electric clock. A performance gauge that measures engine manifold vacuum. AM radio. FM/AM radio. Stereo 8 pack. Simulated wood-grain steering wheel. Accent stripes (shown below).

The Plymouth win-you-over beat goes on. ❤️





Barracuda Hardtop Coupe

Hardtop & Convertible

Barracuda likes to go places. To beach parties. Deb parties. Church socials. Blasts. Wedding receptions. And the corner grocery.

And what a way to go! Barracuda hardtop coupe, our lowest-priced way to win you over. Easy on your gas money, too. Witness Plymouth's win with a Barracuda in the 1967 Mobil Economy Run. And how about the standard pit-stop gas cap, shown below. Sport, all the way.

Plush, all-vinyl bucket seats are also standard on all Barracudas, with the "Sportseat", pictured below at right, available as a no-cost option. With the armrest up, it's a plenty-of-room-for-three bench. Down, you're rally-set. Seat belts are standard front and back, and they're just one of many standard safety features.

To dress up your 'Cuda, take your pick from four different optional wheel covers. The "Mag" cover. Exposed lug-nut sport covers. The deluxe covers. Or the new wire wheel covers.

If fresh air turns you on, check the convertible. You can control the top from the driver's seat. Just flick a switch and contemplate the clouds. The back window is real glass. And both these features are standard. For a groovy dress-up touch you can add the optional Barracuda interior decor group.

Catch the wild crowd with Barracuda. Sports Fastback. Hardtop Coupe. Or Convertible Coupe. The Plymouth win-you-over beat goes on. ❤️



Some extra-cost (but well worth it)
'68 gear for your 'Cuda.

- (8) Super Wide Oval tires. Red or white streaked. To really underscore Barracuda's sporty look, add the red plastic wheelhouse liners.

The Plymouth win-you-over beat goes on. ❤️

Accent stripes (available in 5 colors)
Sport stripes (available in 5 colors)
Vacuum performance gauge (not available with tachometer or electric clock)
4-speed manual transmission (floor-mounted shift lever)
TorqueFlite, column-mounted lever (console-mounted with optional console)
Front disc brakes with 10 in. x 1 1/4 in. drum rear brakes (both self-adjusting)
Airtemp air conditioning unit

'68 Barracuda Decor Group

- Luxury bucket front seats
- Luxury bench rear seat
- Simulated wood-grain appliqué on door and quarter trim panels (with map pockets on doors)
- Simulated wood-grain appliqué on quarter trim panels
- Rear armrests with bright bases and ashtrays (Handtop and Fastback)
- Carpeted wheel housings in rear compartment of Fastback
- Pedal dress-up for accelerator, brake, and clutch pedals

Rallye Cluster Group

- Simulated wood-grain appliqué across the instrument panel
- A specially calibrated speedometer
- A trip odometer

Formula S

Available with either the 350 cu. in. 275 hp V-8 or the 383 cu. in. 300 hp V-8

Heavy-duty clutch and 4-speed transmission, or high-speed governor and high-performance torque converter and automatic transmission

Heavy-duty wide rim wheels

Heavy-duty suspension with anti-sway bar

E70 x 14 in. Red or White Stroke Wide Oval tires

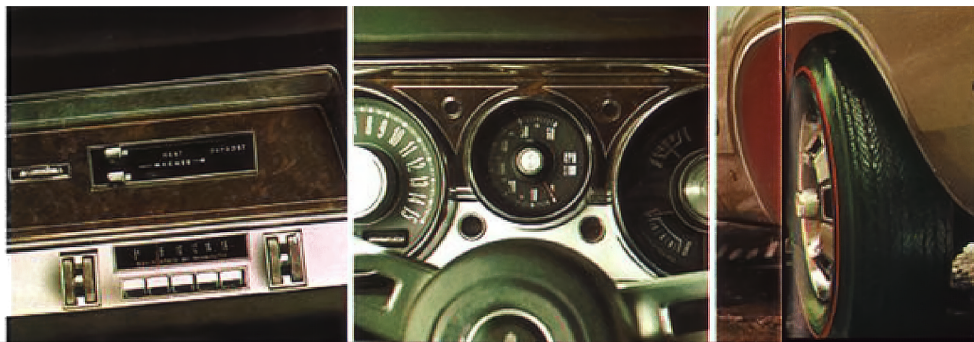
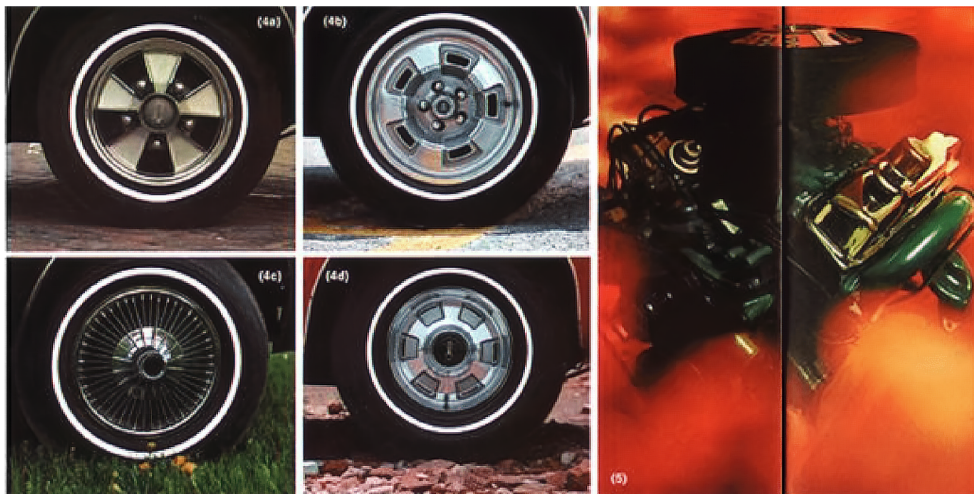
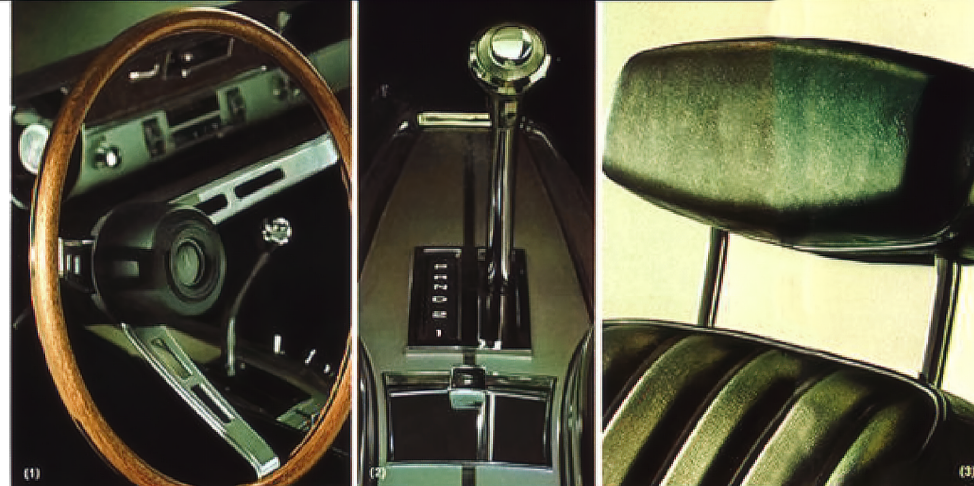
Firm-ride shock absorbers

Low restriction dual exhaust system

Body side sill molding

"Formula S" ornamentation

*Dealer installed option.



Engines:	Standard S	Standard B	Formula S S	Formula S 283 V-6
Bhp @ rpm	145 @ 2400	216 @ 2400	275 @ 3000	305 @ 4200
Torque, lb.-ft.	215 @ 2400	368 @ 2400	340 @ 3200	400 @ 2400
Bore, in.	3.40	3.91	4.04	4.25
Stroke, in.	4.125	3.51	3.51	3.38
Displacement, cu. in.	2.6	3.18	3.40	3.63
Compression ratio	8.5	8.2	10.5-1	10.5-1
Minimum allowable				

Engines:	Standard	Standard V-8	Formula V-8	Formula S 282 V-8
Shp. (c/rpm)	144/5,400	256/6,000	276/6,000	305/6,000
Top Speed, mph	115	240	260	300
0-60, in.	4.00	3.31	3.04	4.26
0-100, in.	12.5	9.90	9.34	10.00
Acceleration, 0-60	10.0	7.5	7.0	8.0
Eng. displacement, cu. in.	225	318	340	365
Compression ratio	8.4:1	8.7:1	10.5:1	10.0:1
Minimum flywheel compression chamber volume, cu. in.	52.8	60.6	49.3	79.6
Deck height, in.	4.41 Max., 4.25 Min.	+0.02 Max., -0.02 Min.	+0.04 Max., -0.04 Min.	+0.02 Max., -0.02 Min.
Valves	Holley	Ball & Beam	Carburetor P-1642	Carter P-1642
Theatre, 0-60, in.	1.69	1.44	1.80	8.69
Camshaft rotation, deg.			81:80	
Intake	240	240	276	256
Exhaust	206	240	276	260
Overlap	18	20	22	44
Camshaft Lift @ Zero Lash				
Intake	354	373	445	430
Exhaust	380	406	445	437
Valve Diameter				
Intake	1.62	1.78	2.02	2.06
Exhaust	1.76	1.50	1.80	1.74
Intake Chamber				
Exhaust	600 Mat.	Hydraulic	Hydro-60	Hydraulic
Exhaust	600 Mat.	Hydraulic	Hydraulic	Hydraulic
Max. Spark Spacing, in.	0.010	0.010	0.010	0.010
Max. Spark Advance, deg.	74/554	103/1162	114/745	138/840
Max. Spark Advance, in.	74/554	103/1162	114/745	138/840
Max. Spark Advance, deg.	41/5	55/6	50/0	62
Max. Spark Advance, in.	41/5	55/6	50/0	62
Exhaust System	Single	Single	40/37/31/26	restriction

Aluminum steel strut elliptically formed in plated pistons. Low restriction air cleaner on 4-bbl. engine. Crankshaft, 312 is cast ductile iron, 305, 345, and 383 are forged steel. Full flow oil filter.

POWER TRAINS

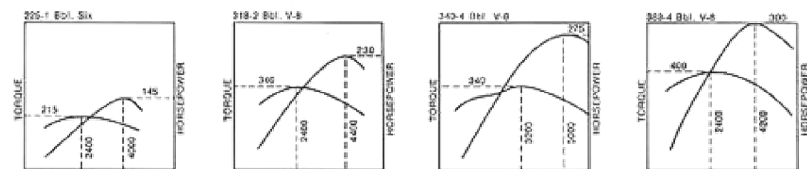
Engine	Transmission	Ratio				2.76 3.23 3.55 3.91			
						(Bare-Grp)			
223 cu. in. 6-cylinder	5-speed manual Automatic	std.	std.	opt.	opt.	std.	std.	opt.	
318 cu. in. 6-cylinder	5-speed manual Automatic		std.	std.		std.	std.	opt.	opt.
340 cu. in. 8-cylinder	4-speed manual Automatic	std.	std.	opt.		std.	std.	opt.	opt.
361 cu. in. 8-cylinder	4-speed manual Automatic		std.	std.		std.	std.	opt.	opt.
361 cu. in. 8-cylinder	4-speed manual Automatic		std.	std.		std.	std.	opt.	opt.

^a 3.25 Ring Gear Die, Crown 7.25

TRANSMISSIONS: A 3-speed manual transmission with column mounted

The TorqueFlite automatic transmission is extra cost on all V-8s and may be mounted on the floor or in the optional console. Ratios are 2.66:1, 1.91:1, 1.39:1, and 1.00:1.

With Duracore, safety is built in, not tacked on. Standard safety features include: Improved full lock retractor. Vehicle seat marking. Folding seat back latches. Instrument panel padding (left power and lower). Reclining instrument panel knobs and switches. Breakaway instrument panel attachment. Energy-absorbing front seat back tops. Safety anchors. Heavy laminated windshield glass. Non-enclosed inside door frame. Lock window crank knobs. Palming windshield gashless malting (tangard). Left outside rearview mirror. Energy-absorbing steering column. Dual brake system and warning light. Emergency flashers. Downward-aimed ergonomic daylight/mirror. Seat belts, 2 front, 2 rear. Padded sun visors. Padded windshield wipers with washers. Detachable interior door handles. Safety rim wheels. And the Primus™ vinyl-covered seat covers. The Duracore is a 1980 model. For more information, call 1-800-4-A-TRUCK.



Here's How Chrysler's Customer Care Warranty Protects You

[illegible]

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a safer, finer and safer car. Hence, specifications, equipment, and prices are subject to change without notice. Automobiles pictured, in some cases, show optional equipment, available at extra cost. Product information published in this category is subject to change.



The Plymouth win-you-over deal goes on ...
27 models of the big-size Fury



Fury 3-Dr. Fast Top V-6



Fury 4-Dr. Hardtop V-6



Fury 3-Dr. Fast Top V-6



Fury 3-Dr. Hardtop V-6



Fury Convertible V-6



Fury 3-Dr. Fast Top V-6 & 8



Fury 3-Dr. Hardtop V-6 & 8



Fury 4-Dr. Hardtop V-6



Fury 3-Dr. Convertible V-6



Fury 4-Dr. Sedan V-6 & 8



Fury 3-Dr. Sedan V-6 & 8



Fury 4-Dr. Sedan V-6 & 8



Fury 3-Dr. Sedan V-6 & 8



Fury 4-Dr. Sedan V-6 & 8



Sport Suburban Wagon V-6, 2- or 3-door



Custom Suburban Wagon V-6, 2- or 3-door



Suburban Wagon V-6 & 8, 2-door

... and on 23 models of the mid-size five



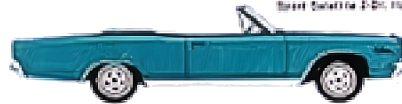
Duster 3-Dr. Hardtop V-6



Duster Convertible V-6



Sport Duster 3-Dr. Hardtop V-6



Aconcagua Convertible V-6



Belvedere 3-Dr. Hardtop V-6 & 8



Belvedere Convertible V-6 & 8



Belvedere 4-Dr. Sedan V-6 & 8



Road Runner 3-Dr. Coupe V-6



Belvedere 3-Dr. Coupe V-6 & 8



Belvedere 4-Dr. Sedan V-6 & 8



Bellette Town Wagon V-6, 2- or 3-door



Bellette Wagon V-6 & 8, 2- or 3-door



Belvedere Wagon V-6 & 8, 2-door

... and on Compact Valliants



Sprint 3-Dr. Sedan V-6 & 8



Sprint 4-Dr. Sedan V-6 & 8



Valiant 100 3-Dr. Sedan V-6 & 8



Valiant 100 4-Dr. Sedan V-6 & 8

... and on Sports-car Barracudas



Barracuda Fastback V-6 & 8



Barracuda Hardtop V-6 & 8



Barracuda Convertible V-6 & 8

Plymouth



CHRYSLER
MOTORS CORPORATION